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BIG HELP FOR LITTLE INVENTORS
(INSERTS IN TAPE LIBRARY)

ANNCR: THIS IS DATELINE. PICTURES IN SOUND, WORDS AND MUSIC OF PEOPLE, PLACES AND EVENTS IN THE UNITED STATES. TODAY, LISA KEATHLEY'S REPORT ON A NEW YORK-BASED ORGANIZATION THAT GIVES BIG HELP TO LITTLE INVENTORS.

VOICE: ALL OF US HAVE THE POTENTIAL TO BECOME INVENTORS...OH, MAYBE WE DON'T HAVE THE TECHNOLOGY TO INVENT A CAR THAT WILL RUN EFFICIENTLY ON STEAM, OR A WAY TO HARNESS SOLAR ENERGY. BUT, HOW ABOUT AN INVENTION THAT WILL DOUBLE THE STRENGTH OF A CLOTHES HANGER? OR, SOMETHING AS SIMPLE AS A CLIP-ON EARRING THAT WILL NOT PINCH A WOMAN'S EAR. THE RAYMOND LEE ORGANIZATION IN NEW YORK CITY IS HELPING THE SMALL INVENTOR MARKET IDEAS JUST LIKE THESE. HERE'S BETTE MOTLEY, THE CREATIVE SERVICES COORDINATOR OF RAYMOND LEE.

TAPE: CUT ONE -- MOTLEY

"USUALLY WHEN THE INVENTOR COMES TO US, HE HAS A ROUGH SKETCH OF HIS IDEA. BUT OF COURSE THESE ARE USUALLY AVERAGE PEOPLE AND THEY ARE NOT TECHNICALLY EQUIPPED TO DRAW IT AS IT WOULD BE REQUIRED FOR A GOVERNMENT PATENT SPECIFICIATION. SO OUR ENGINEERS DRAW THE FINE POINTS OF THE INVENTION; THEY PREPARE ALL THE MECHANICAL DRAWINGS THAT ARE NECESSARY FOR PATENT APPLICATION. THEY ALSO REFINE THE DRAWINGS, IN MANY CASES SPECIFYING EXACTLY WHERE MOVING PARTS ARE OR HOW THE INVENTION WORKS. BUT, EVERYTHING REQUIRES THE CLIENT'S APPROVAL BECAUSE WE ONLY DO IT WITHIN THE CONCEPT THAT THE CLIENT ORIGINALLY INTENDED...WITHIN THE CLIENT'S OWN CREATIVE DESIGN."

VOICE: THE RAYMOND LEE COMPANY WAS FOUNDED IN 1962, BUT THE NEED FOR SUCH HELP GOES BACK A LOT FARTHER.

IN 1927, ANTHONY MCDONNELL, A FLEDGLING TINKERER AND INVENTOR FROM DUNMORE, PENNSYLVANIA HAD AN IDEA. HE THOUGHT A NEW BOTTLE CAP SHOULD BE DEVELOPED THAT COULD BE OPENED WITH THE BARE HANDS. HE TOOK HIS IDEA TO WILLIAM QUINN, OWNER OF A BOTTLE COMPANY IN SCRANTON, PENNSYLVANIA. TOGETHER, THEY DEVELOPED THE FIRST TWIST-OFF CAP, THE BOTTLE CAP THAT IS ALMOST STANDARD ON BOTTLES TODAY. THE TWO INVENTORS PATENTED THEIR PRODUCT AND BEGAN TO MARKET IT IN SOME PENNSYLVANIA TOWNS. FOR A LONG TIME THEIR IDEA HAD ONLY LIMITED SUCCESS.

THEN IN THE LATE 1950'S, THE WHITE CAP COMPANY ANNOUNCED TO THE PACKAGING INDUSTRY A NEW CONCEPT IN BOTTLING. THEY HAD INVENTED OR RATHER RE-INVENTED, THE TWIST-OFF BOTTLE CAP. THE WHITE CAP COMPANY WAS TOTALLY UNAWARE OF THE WORK BILL QUINN AND TONY MCDONNELL HAD DONE ON THIS VERY SAME BOTTLE CAP SOME THIRTY YEARS EARLIER.

UNFORTUNATELY, INVENTORS QUINN AND MCDONNELL WERE NO LONGER PROTECTED BY THEIR 1928 BOTTLE CAP PATENT. U-S PATENTS EXPIRE AFTER SEVENTEEN YEARS.

BUT, FORTUNATELY, QUINN AND MCDONNELL HAD TRADEMARKED THE NAME "TWIST-OFF CAP" IN 1928. A TRADEMARK GIVES A COMPANY OR INDIVIDUAL EXCLUSIVE RIGHTS TO THE NAME OF A PRODUCT FOR TWENTY YEARS. AND A TRADEMARK THEN RENEWS ITSELF

VOICE: (CONT'D) AUTOMATICALLY. SINCE THE WHITE CAP COMPANY HAD ALSO CALLED THEIR BOTTLE CAP BY THE SAME NAME, "TWIST-OFF CAP," QUINN AND MCDONNELL FELT THEY HAD SOME RECOURSE. SO THEY TURNED TO PATENT ATTORNEY RAYMOND LEE FOR HELP.

TAPE: CUT TWO -- MOTLEY

"MISTER LEE CHAMPIONED THEIR CAUSE AND HELPED THEM FIGHT IT AND THEY EVENTUALLY WON A SETTLEMENT FROM THE WHITE CAP COMPANY FOR USE OF THE TRADEMARK "TWIST-OFF CAP." MISTER LEE WAS A PATENT ATTORNEY AT THAT TIME. HE DECIDED THAT THESE WERE JUST TWO OF THE INDIVIDUAL INVENTORS IN TODAY'S SOCIETY AND THAT THEY DEFINITELY HAD A CAUSE. SO HE GAVE UP A VERY SUCCESSFUL PATENT ATTORNEY PRACTICE AND WENT INTO HIS OWN BUSINESS TO ASSIST INDIVIDUAL INVENTORS."

VOICE: RAYMOND LEE'S COMAPNY HAS GROWN TREMENDOUSLY SINCE THAT DECISION IN 1962. HE NOW HAS A STAFF OF ENGINEERS, ACCOUNT EXECUTIVES AND ASSOCIATED ATTORNEYS WHO HELP AN INVENTION OR INVENTION IDEA TO THE MARKET.

OVER THE LAST FOURTEEN YEARS, RAYMOND LEE HAS HELPED HUNDREDS OF INVENTORS BRING HUNDREDS OF INVENTIONS TO MARKET. ONE OF THE MOST NOTABLE INVENTIONS THEY HELPED DEVELOP WAS THE ROUND CAROUSEL FIREPLACE INVENTED BY HAROLD HANNEBAUM OF BELLEVUE, IDAHO. MISTER HANNEBAUM HAD MADE HIS ROUND FIREPLACE OUT OF A LARGE (TEN GALLON) MILK CAN, TIRE RIMS, A LOT OF GLASS AND OTHER MATERIALS PURCHASED FROM A JUNK YARD. /WITH THE HELP OF RAYMOND LEE, HIS IDEA HAS TURNED INTO ALMOST 100,000 DOLLARS IN ROYALTIES. THE PATENT OFFICE ISSUES 70,000 PATENTS EVERY YEAR AND AT LEAST ONE QUARTER OF THOSE ARE ISSUED TO INVENTORS LIKE MISTER HANNEBAUM. /

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TAPE: CUT THREE -- MOTLEY

"THE INDIVIDUAL INVENTOR IS USUALY A HOUSEWIFE OR SOMEONE WHO'S WORKING IN THEIR WORKSHOP. THERE ARE YOUNG INVENTORS. THE YOUNGEST INVENTOR WITH A PATENT IS ONLY EIGHT YEARS OLD. THERE ARE ELDERLY INVENTORS. MANY RETIRED PEOPLE INVENT. MOST PEOPLE INVENT THINGS TO DO WITH THE HOME, THEIR HOBBY, THEIR OCCUPATION AND THEY ARE USUALLY A PERSON WHO HAS JUST FOUND A BETTER WAY OF DOING SOMETHING AND THEY WANT TO PURSUE IT OR DO SOMETHING WITH THEIR BETTER IDEA."

VOICE: TO HELP THE ASPIRING INVENTOR, THE RAYMOND LEE ORGANIZATION HAS DEVELOPED A FREE INVENTORS INFORMATION KIT. THIS CONTAINS A LIST OF FIVE HUNDRED COMPANIES THAT ARE ALWAYS LOOKING FOR NEW PRODUCTS OR NEW PRODUCTS IDEAS. IT ALSO CONTAINS FORMS ON WHICH AN INVENTOR CAN SKETCH HIS INVENTION AND REGISTER IT WITH THE RAYMOND LEE ORGANIZATION. /

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SO... HELP IS AVAILABLE FOR INVENTORS WHO HAVE BEEN HESITANT TO TRY TO MARKET THEIR PRODUCTS. THEY CAN CONTACT AN ORGANIZATION LIKE RAYMOND LEE. AND THERE ARE MANY SIMILAR FIRMS. WHO KNOWS HOW MANY PRODUCTS OR PRODUCTS IDEAS ARE JUST WAITING ON SOMEBODY'S WORK SHELF... WAITING FOR A HELPING HAND TO BE DEVELOPED AND MARKETED.

ANNCR: YOU'VE BEEN LISTENING TO DATELINE. ANOTHER IN THE SERIES OF PROGRAMS ABOUT PEOPLE, PLACES AND EVENTS IN THE UNITED STATES. JOIN US AGAIN NEXT --------- FOR ANOTHER DATELINE.

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